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City of Barrie

Minutes - Final

Communities in Bloom Committee

Thursday, May 20, 2021 | **4:00 PM** | **Virtual Meeting**

For consideration by the City Building Committee on June 15, 2021.

The meeting was called to order by the Chair, K. Bagnell at 4:10 p.m. The following were in attendance for the meeting:

Present: 4 - K. Bagnell
Councillor A. Kungl
D. Brooke-Bagnell
D. Ramsay

Absent: 2 - A. VanderWerf
J. Brady

STAFF:
Committee Support Clerk, B. Thompson
Parks Horticulture Foreperson, M. Boyd
Senior Communications Advisor, S. Lamantia

The Communities in Bloom Committee met and reports as follows:

COMMUNICATIONS

Scott Lamantia, Senior Communications Advisor provided the Committee with an update on the Communications Department initiatives, including:

- Weekly advertisements in This Week in Barrie (Barrie Advance) promoting the Communities in Bloom;
- Updated website (i.e. how to submit photographs);
- Radio advertisements to encourage participation;
- An E-digest scheduled for June;
- A media release;
- A short cartoon video to promote the work of the Committee; and,

- The City's Profile document.

The Committee asked Scott Lamantia some questions and he provided answers.

2021 COMMUNITIES IN BLOOM PROGRAM

Mona Boyd, Parks Horticulture Foreperson provided an update on the program. Concerns were noted on the virtual nature of the activities. Ms. Boyd clarified a concern that there will be participants who may not be able to participate because they do not have the technology, and she indicated there were requests for alternatives. Ms. Boyd explained that people are encouraged to reach out to family members, friends or neighbours who may be able to assist.

Councillor Kungl provided additional ideas, such as garnering assistance from Barrie Urban Gardeners and the use of social media to encourage and invite individuals to participate. Councillor Kungl discussed using social media to show examples and ask gardeners to come up with different ideas.

The Committee discussed ideas surrounding the Little Bloomers involvement.

2021 WORKPLAN

Mona Boyd, Parks Horticulture Foreperson indicated that this item was carried over from the previous meeting. Ms. Boyd mentioned that discussions taking place can be included into the workplan.

ADJOURNMENT

The meeting adjourned at 4:53 p.m.

CHAIRMAN